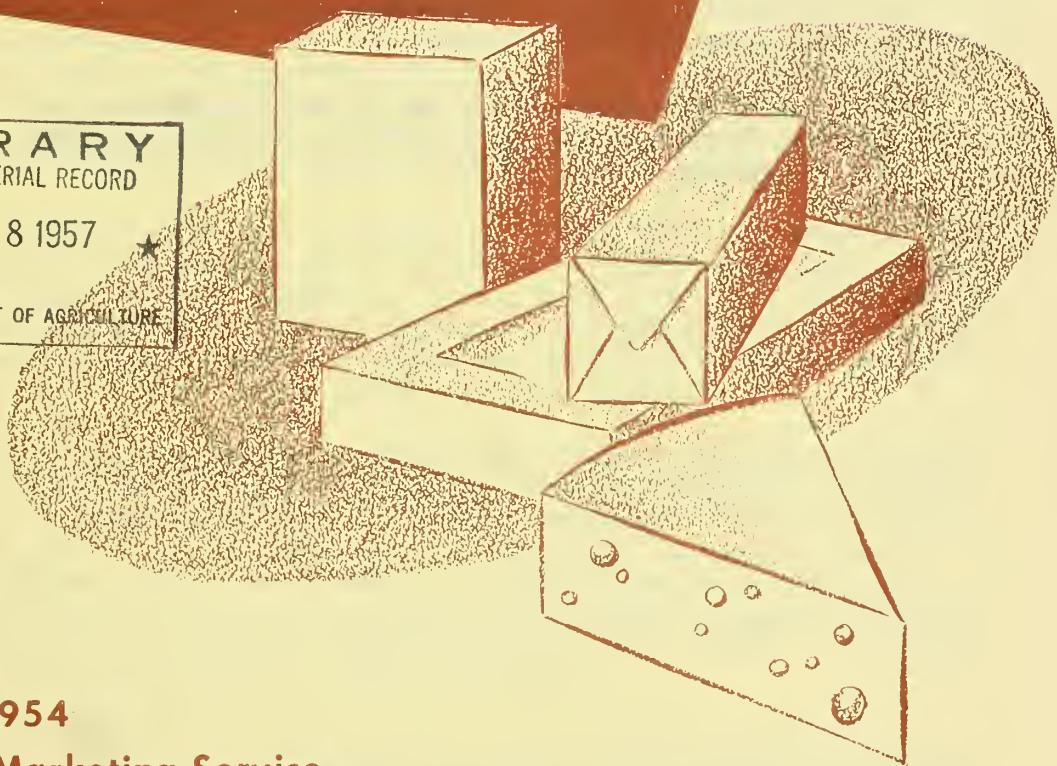
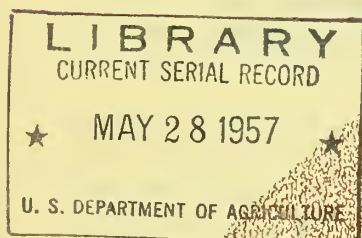


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Household Purchases of Butter, Cheese, Nonfat Dry Milk Solids, and Margarine, July 1954



September 1954

Agricultural Marketing Service

U. S. DEPARTMENT OF AGRICULTURE

WASHINGTON, D. C.

PREFACE

This report is one in a series of monthly reports, first published for April 1954, showing estimates of current household purchases and related information for butter, cheese, nonfat dry milk solids, and margarine. This series is based on information obtained in a cooperative project financed by the dairy industry and the U. S. Department of Agriculture. The Department funds are provided under the Agricultural Marketing Act of 1946 (RMA, Title II).

The basic data presented herein were collected and tabulated from the National Consumer Panel of the Market Research Corporation of America under contract with the Department. These data represent expansions to national totals from a representative nationwide sample of approximately 5,800 families.

The estimates include only purchases for consumption by household consumers and do not reflect volume purchased for or through outlets such as hotels, restaurants, hospitals, or other institutions.

This report was prepared in the Agricultural Marketing Service, Marketing Research Division, Market Development Branch, Merchandising Methods Section.

HOUSEHOLD PURCHASES OF BUTTER, CHEESE, NONFAT DRY
MILK SOLIDS, AND MARGARINE, JULY 1954

The data in this report are estimates of total purchases by household consumers only, and do not include consumption in restaurants, hotels, hospitals, or other institutional outlets. Data for a month are for a 4-week period (28 days) in order to permit comparisons of purchase volume between periods of equal length.

SUMMARY

Household purchases of butter during July 1954 were reported about the same as those of a month earlier; margarine purchases for household use declined almost five percent over this same period. Comparative monthly data for a year ago on household purchases of butter and margarine are not yet available; however, data based on total disappearance of these products show current improvement in the butter market over last year.

It is estimated that householders bought over 54 million pounds of butter during July 1954, about the same as during June. The reported level of butter purchases by American households during June and July about equaled the average for late fall and early winter, November 1953 to January 1954. Although no accurate measure of seasonal variations in household purchases of butter is yet available, indications are that butter purchases tend to decline seasonally in the warm weather months. The average of prices reported paid for butter by household consumers in July was just under 66 cents per pound, unchanged from a month earlier, but well below the 76 cents per pound reported paid in the November-January period.

Total household purchases of margarine in July were estimated at 76.2 million pounds compared with almost 80 million pounds a month earlier. Household purchases of margarine in July were 14 percent lower than in the late fall and early winter months. Household consumers reported paying an average of almost 27 cents per pound for margarine in July, slightly higher than in the preceding three months.

Estimated cheese purchases by household consumers, including natural and processed cheese, cheese foods and spreads, totaled 45.8 million pounds (purchased-weight basis) in July, compared with 48.4 million pounds in June. Price movements were mixed and narrow in range. Cottage cheese purchases in July, not included in the above totals, were estimated at 34.3 million pounds, reflecting a slight decrease from the preceding month. Prices paid for cottage cheese were practically unchanged during the period April-July.

Purchases of nonfat dry milk solids for household use totaled 9.6 million pounds in July--unchanged from June. The average price paid for this product by householders showed a fractional decrease for the third successive month.

BUTTER

Household purchases of butter by American households during a 28-day period of July 1954 were estimated at over 54 million pounds, practically unchanged from the total reported for a 28-day period of June. Although purchases for June and July were somewhat below the levels of the preceding two months, they were at about the level for November 1953 to January 1954. The decline in household purchases of butter during the warm weather months is believed to be a seasonal movement, based on data for total creamery butter disappearance in the 1947-53 period. However, average household purchases of butter for the 4-month period, April-July, were more than 3 percent above the average of late fall and early winter, the earliest period for which such data are available.

Household consumers reported paying an average price of 65.8 cents per pound for butter in July, about the same as in the past several months. The average butter price is currently about 10 cents per pound below the average price of late fall and early winter. The drop in retail butter prices followed the reduction in price supports on butter and other dairy products, effective April 1, 1954.

Some improvement was noted in the percentage of all families buying butter during July, while the number of purchases per buying family in the 4-week period declined slightly (table 1).

MARGARINE

Margarine purchases for use in American households were reported at 76.2 million pounds in a 4-week period of July 1954, down over 3-1/2 million pounds from reported purchases during June. These household purchases for June and July were well below the 86-87 million pound levels of the two preceding months (table 2).

Compared with the average 4-week period of November 1953 to January 1954, household purchases of margarine in July were down about 14 percent. Average purchases in the April-July period were reported about 8 percent less than in the late fall and early winter months. Seasonal factors based on total disappearance of margarine in the postwar period indicate larger uses during the fall and winter than during the summer months.

The average price paid by consumers for margarine in July was reported at 26.9 cents per pound. This July average price is slightly higher than the average for the preceding three months and for the November 1953 to January 1954 period.

About 54 percent of all families purchased margarine in July as against 42 percent of all families buying butter. This is about the relationship that has prevailed over the past several months. Sixteen percent

of all families reported buying both butter and margarine during July, while 20 percent of all families reported buying neither of these products in the July 4-week period.

CHEESE

Householders bought an estimated total of 45.7 million pounds of natural and processed cheese, purchased-weight basis, in July 1954, about 2.7 million pounds less than in the 4-week period of June 1954.

Only a small part of the July drop in total cheese purchases was due to reported lower purchases of natural cheese, estimated at 22.7 million pounds during July compared with 23.2 million pounds a month earlier. Small gains in household purchases of natural American and other natural varieties were reported from the preceding month. Consumers bought somewhat less Swiss and cream cheese than they did in a 4-week period of June (table 4).

In July, purchases of processed cheese, including cheese foods and cheese spreads, by households were estimated at 23.0 million pounds compared with 25.2 million pounds a month earlier. The three major types of processed cheese all showed decreases from the previous month; the drop was particularly marked for cheese foods category (table 5).

Average prices reported paid for natural and processed cheese types changed very little from June to July. Price movements were mixed, with ups and downs about evenly divided.

About 56 percent of all families reported buying some type of natural or processed cheese in July--somewhat lower than the percentage observed in previous months.

Cottage cheese purchases, not included in the above totals, were estimated at 34.3 million pounds in July, down 1.3 million pounds from a month earlier. Household purchases of this item declined from April through July (table 6). Consumers reported paying just under 21 cents per 12-ounce unit for cottage cheese in July, practically the same as the average price reported in the April-June months.

NONFAT DRY MILK SOLIDS

Household purchases of nonfat dry milk solids were estimated at 9.6 million pounds in July--unchanged from the reported June level (table 7).

Prices paid by households for nonfat dry milk solids declined during July for the third successive month. The average price of 36.4 cents per pound, based on all household purchases regardless of size, was almost 2 cents per pound less than the average reported for April.

The average size of purchase by families buying nonfat dry milk solids was reported at 23.5 ounces in July--higher than for the preceding three months.

Information as to the percentage of all U. S. families buying nonfat dry milk solids will be presented in the first of the quarterly reports in this series to be released shortly.

Table 1.--Butter: Household purchases and average price per pound,
U. S., 4-week periods

Year and month	:	Percentage of:	:	Per buying family	:	Quantity purchased	:	Average price
		all families	:	Quantity:		Per 1,000	:	paid
		buying	:	Purchases:	per	Total	:	per pound
		:	:	:	purchase:	:	:	:
		<u>Percent</u>		<u>Number</u>	<u>Pounds</u>	<u>Million</u> <u>pounds</u>		<u>Cents</u>
1954	:							
April	:	44.0		2.74	1.09	58.0		66.6
May	:	42.8		2.80	1.10	58.5		66.0
June	:	41.4		2.72	1.09	54.5		65.7
July	:	42.2		2.65	1.09	54.2		65.8
	:							
	:							
	:							

Source: National Consumer Panel of Market Research Corporation of America.

Table 2. Margarine: Household purchases and average price per pound,
U. S., 4-week periods

Year and month	:	Percentage of:	:	Per buying family	:	Quantity purchased	:	Average price
		all families	:	Quantity:		Per 1,000	:	paid
		buying	:	Purchases:	per	Total	:	per pound
		:	:	:	purchase:	:	:	:
		<u>Percent</u>		<u>Number</u>	<u>Pounds</u>	<u>Million</u> <u>pounds</u>		<u>Cents</u>
1954	:							
April	:	56.4		2.38	1.45	86.3		26.2
May	:	56.4		2.39	1.44	87.1		26.4
June	:	54.7		2.25	1.45	79.9		26.7
July	:	53.5		2.23	1.43	76.2		26.9
	:							
	:							
	:							

Source: National Consumer Panel of Market Research Corporation of America.

Table 3.--Cheese: Household purchases and average price per unit,
U. S., 4-week period, July 1954

Type	:	Percentage of all families buying any type:	Quantity purchased			:	Average price paid per unit
			Average	Total	Per 1,000		
			per purchase:		population:		
		Percent	Ounces	1,000 pounds	Pounds	Unit	Cents
Natural	:						
American	:	x	13.1	14,160	89.0	Lb.	63.0
Swiss	:	x	10.5	3,120	19.6	Lb.	75.0
Cream	:	x	5.5	2,500	15.7	3 oz.	14.4
Other	:	x	9.3	2,950	18.5	Lb.	74.0
	:						
Processed	:						
Cheese	:	x	10.7	9,900	62.2	Lb.	61.5
Cheese food	:	x	22.1	7,960	50.0	Lb.	46.7
Cheese spread	:	x	12.1	5,170	32.5	Lb.	53.9
	:						
	:	$1/56.4$					
	:						
Cottage cheese	:	--	15.9	34,300	215.5	12 oz.	20.9
	:						

1/Estimated percentage buying each type will be supplied in quarterly report.

Source: National Consumer Panel of Market Research Corporation of America.

Table 4.--Natural Cheese: Household purchases and average price,
U. S., 4-week periods

Year and month	Purchases				Average price paid			
					Per pound		Per 3 oz.	
	American	Swiss	Cream	Other	American	Swiss	Other	Cream
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	Cents	Cents	Cents	Cents
1954								
April	14,910	3,180	3,390	3,320	63.6	78.0	75.5	14.1
May	15,310	2,950	3,460	3,590	63.0	76.8	77.4	14.3
June	13,910	3,580	2,880	2,860	62.3	75.4	74.4	14.3
July	14,160	3,120	2,500	2,950	63.0	74.0	74.0	14.4

Source: National Consumer Panel of Market Research Corporation of America.

Table 5.--Processed Cheese: Household purchases and average price,
U. S., 4-week periods

Year and month	Purchases			Average price paid per pound		
	Processed cheese	Cheese foods	Cheese spreads	Processed cheese	Cheese foods	Cheese spreads
	1,000 pounds	1,000 pounds	1,000 pounds	Cents	Cents	Cents
1954						
April	10,740	9,110	5,670	60.9	47.1	57.9
May	10,670	9,020	6,290	60.6	45.8	52.0
June	10,330	9,420	5,450	61.2	45.8	54.3
July	9,900	7,960	5,170	61.5	46.7	53.9

Source: National Consumer Panel of Market Research Corporation of America.

Table 6.--Cottage Cheese: Household purchases and average price,
U. S., 4-week periods

Year and month	Purchases	Average price paid	
		Per 12 oz. unit for all purchases	Per actual 12 oz. unit purchases
	<u>1,000 pounds</u>	<u>Cents</u>	<u>Cents</u>
1954			
April	37,370	21.2	22.7
May	36,020	21.2	22.5
June	35,600	21.0	22.7
July	34,300	20.9	22.7

Source: National Consumer Panel of Market Research Corporation of America.

Table 7.--Nonfat dry milk solids: Household purchases and average
price per pound, U. S., 4-week periods

Year and month	Quantity purchased			Average price paid		
	Average per purchase	Total	Per 1,000 population	Per pound for all purchases	Per actual 1-pound unit purchases	
	<u>Ounces</u>	<u>1,000 pounds</u>	<u>Pounds</u>	<u>Cents</u>	<u>Cents</u>	
1954						
April	21.1	11,080	70.2	38.1	36.7	
May	21.1	10,880	68.9	37.8	36.1	
June	22.6	9,560	60.5	37.3	35.4	
July	23.5	9,560	60.1	36.4	34.8	

Source: National Consumer Panel of Market Research Corporation of America.

